

ABSTRACT

A method and system of arranging advertisements on a network such as the Internet enables a potential media owner or affiliate to sell its ad space on a network media to an advertiser at a discretion of the affiliate simply by accepting advertiser's conditions for the advertisement. Offering the advertiser's conditions and the affiliate's acceptance are made on the network through an agent's server. The server provides an invitation page for entry of the advertiser's conditions. The invitation page includes a selection box listing defined responses expected to be made by internet users so that the advertiser can select one or more of the responses to be included in the conditions. In addition, the invitation page includes a cost per response entry to be entered by the advertiser for each response selected. The conditions are disclosed to the affiliate on the network. When the affiliate accept the conditions on the network, the agent's server responds to make an advertisement contract, and allocates an advertiser's web site to the ad space of the network media. The number of the responses made to the advertisement is counted at the agent's server which delivers statistical data of the counted responses on the network to the advertiser and the affiliate for determination of the payment and for evaluation of the effectiveness of the advertisement.